

ADELINE DALEY

# Yesterday's Oatmeal Had No Sex

It isn't that I mind Madison Avenue using sex as a ploy to sell their products. But there are times when I wish I could make a purchase—any purchase—without the inferences being that my aim in life is to become the PTA's answer to Brigitte Bardot.

Just yesterday, for instance, in buying shampoo, I had to decide whether I wanted my hair "kissing soft" or "more manageable than he'll ever be." I won't tell you which one I picked.

And don't think that I didn't feel equally embarrassed when I was buying lipstick and heard the salesgirl inform me that now my lips would have that "wet, dewy-fresh, kissable" look all day. And also, that the hair spray I had purchased would "control" but was uninhibited

enough so that I could still flounce and bounce my locks around just like the models do in the TV commercials.

All of which led me to wonder if I'd be able to buy a bag of do-it-yourself cement mix without some sales person confiding to me how much it would do to enhance my sex appeal.

It can't be too far off, because I used to think that oatmeal was one of the most unglamorous products on the market until I saw the commercial which showed a young couple being brought together because they both enjoyed the same instant oatmeal.

I've noticed the same trend in other household products as well. "Old Dutch Cleanser" has now become "New Dutch

Cleanser," and maybe it's my imagination but I swear that the neckline on the Dutch girl's work dress is lower and that the apron she wears is cut a little more chically.

My only hope is that I won't live to see the day when they decide that the young man on the Dutch Boy Paint can isn't glamorous enough, or that he should be clad in pegged pants and a surfer shirt instead of the traditional Dutch costume with suspenders he wears now.

And you don't think that they'd ever dare to remove that loveable but homely dog who listens to "his master's voice" on RCA radio and replace it with an Afghan hound or French poodle?

Which reminds me, what ever happened to the little

boy in the sou'wester hat and rain slicker who used to be on the Morton salt package? I called the company manager but he disclaimed the lad entirely. My guess is that at some board meeting it was decreed that although the little chap was disarming enough, he just didn't sell salt.

However, I do think that I know what happened to the wholesome girl who once was on the Jello box. She is now "Little Miss Morton" on the salt package, which makes me feel a little bit better.

And as long as I'm on this tack, I wonder how many people know or even care that you can no longer get Little Orphan Annie mugs by buying Ovaltine. She probably just wasn't sexy enough. Even to sell Ovaltine.

## Months of Research

# New Study of Southland To Be Issued on June 7

A view from 1975 of the largest metropolitan market west of Chicago will be projected by "Focus on the Los Angeles-Long Beach Metropolitan Area," a comprehensive report nearing completion by Bank of America.

The future of this megalopolis, where nearly seven million people already lead "the good life," will be analyzed by Walter E. Hoadley, senior vice president and chief economist of the bank, when he presents the study here June 7.

One of the nation's leading economists, Hoadley was chairman of the Federal Reserve Bank of Philadelphia and a director, vice president and treasurer of Armstrong Cork Company when he

joined Bank of America earlier this year.

HE WAS A member of the White House Review Committee on the Balance of Payments from 1963 to 1965, and has been a consultant, lecturer and writer on economics for more than 20 years.

"This study is by far the most extensive and complex we have undertaken in the Focus series," Hoadley said.

"Los Angeles County is the economic hub of the southwestern United States. Its population is exceeded by only seven states; it is larger in size than Rhode Island and Delaware combined; and is one of the nation's primary industrial, financial and commercial centers."

"FEW AREAS of the United

States have undergone such a dramatic change in the past two decades," he pointed out. "The object of our study is to provide a better understanding of this change and its implications for the future."

The 64-page study is the product of months of research by a team of economists. Following its presentation at a joint meeting of the industrial Development and Research committees of the Los Angeles Chamber of Commerce, it will be distributed to businessmen and industrialists all over the world.

"Focus on the Los Angeles-Long Beach Metropolitan Area" is the ninth in a series which eventually will cover every metropolitan area in the state.

# ALPHA BETA

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